

Waterman's Ideal Fountain Pens



*The world's
finest writing
instruments*

Information for Dealers



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(Effective May 1, 1933)

issued by

S. S. Waterman Company

Main Office and Service Station

191 Broadway, New York

Factory and Repair Service Department

140 Thomas St., Newark, N. J.

Repair and Sales Service

40 School Street	129 So. State Street	609 Market Street
BOSTON	CHICAGO	SAN FRANCISCO

Why the Public prefers a Waterman's

The public prefers a Waterman's because it knows that since 1883 (when L. E. Waterman devised the first practical fountain pen) the words "Waterman's" and "a perfect writing instrument" have been synonymous.

Because no Waterman's has ever been bought that was not backed by a guarantee of perfect manufacture and perfect writing service.

Because the public knows that every Waterman's ever bought was worth the price that was asked for it.

Because every man, woman or child can secure a Waterman's in a size and at a price that is preferred — and that because it is a Waterman's it can be had with a point precisely suited to his or her handwriting.

Because Waterman's has never considered a sale closed until the customer was thoroughly satisfied and will exchange a pen point until the customer is suited in every way.

Because Waterman's advertising has always adhered strictly to the truth and the reader could always rely on every promise being fulfilled by the dealer or ourselves.

Why the Merchant should sell Waterman's

The first and foremost reason why the merchant should sell Waterman's is because a Waterman's is the best writing instrument that anyone *can* sell.

There are many other reasons:

Because a Waterman's is the product of a firm with nearly fifty years of experience in the manufacture and in service to fountain pen users throughout the civilized world.

Because Waterman's is a writing instrument of *proven* merit—there being thousands of cases—all over the world—where Waterman's Pens purchased 25, 30 or even 40 years ago, are rendering perfect writing service today and many of them without a single repair of any kind ever having been made on them.

Because during this period they have had a pre-eminent place in public favor and have been consistently advertised to young and old.

Because each Waterman's is honestly and expertly built throughout and of the very finest materials—and embodies every writing improvement that could possibly better its use as a writing instrument.

Because when you sell a Waterman's you can offer your customer a variety of styles and sizes—each at a fair price. And because of our exclusive method of point identification and selection customers can be furnished a perfectly made point to precisely suit his or her particular handwriting, regardless of the style of Waterman's pen they choose.

Because Waterman's are sold on merit alone, each with an assured profit to the dealer. We have no "deals" or other persuasions to overstock a dealer. Rather, we have a definite

and proven sales plan to enable the dealer to earn the very largest possible profit on the smallest possible inventory—as is fully explained on pages 4 and 5.

Because Waterman's maintain a series of Service Stations to co-operate with merchants and to assure quick delivery of needed styles from conveniently located supplies.

And, in summary, we may say that the small amount of time required to properly sell a Waterman's Pen (under our exclusive method of point identification and selection) is richly rewarded by the profits that result for a pen department which renders real service.

There is no article in a merchant's store that offers a larger return on a small stock than a Waterman's—no article on which a larger turnover may be enjoyed—and no article which so prolifically induces other sales then and in the future.

Dealer Service Department

No article that is in common use today has been more consistently or effectively advertised than Waterman's Ideal Fountain Pens. And no matter what the advertising medium used, Waterman's publicity has always been conducted along dignified, safe, sane lines that would best help our dealers.

In addition to the Waterman's publicity which we place directly in the national magazines and the leading newspapers of the country—we maintain a Dealer Service Department that was created for the express purpose of preparing matter for *your* use in boosting Waterman's sales.

There can be no doubt that your window can be one of your very best salesmen. Such a window—dressed with the materials which our Dealer Service Department can furnish you—will call passersby in to purchase—if not just then—later on.

As a matter of special convenience and service to you, we are prepared to furnish you—at regular stated intervals—a Waterman's display for your window. This method not only saves you the trouble of writing for a display each time you wish one but assures you receiving new displays as issued and the very greatest results from your window. Please advise us how often you can use a Waterman's window.

From time to time our Dealer Service Department issues beautifully printed folders illustrating and describing representative stocks of Waterman's. When these folders—with your name and address printed thereon—are handed out to your prospects—enclosed with your packages—mailed out with your statements—or better still, mailed to a selected list of prospects, they are wonderful helps in the sale of Waterman's as well as other lines in your store.

Our Dealer Service Department also issues from time to time catalogue insert sheets illustrating Waterman's Pens, Pencils, Desk Sets and Inks, to be bound into, and to form a part of, your own catalogue.

This department will also furnish you seasonable, prepared newspaper ads—written from *your* viewpoint, which ads you can have free of cost, in electrotpe or mat form, for your local use. The department will also prepare for you, without cost, special ads for *any* purpose.

In short, our Dealer Service Department was organized for *you*. It is your Advertising Department—at your service at all times. It will help you and will help us if you will use it freely.

Waterman's Discounts

The L. E. Waterman Company in selecting its distributors earnestly endeavors to choose only those merchants who will follow the line of proper selling and servicing of Waterman's products to the public. We allow a 40% discount to merchants who install a representative stock of Waterman's.

Waterman's Profit Sharing Plan

But in addition to the regular 40% discount, we pay a special "reward" to the merchant for employing good business methods in running his Waterman's business—in not overbuying and carrying over a big inventory. We issue to such a merchant a Profit Sharing credit at the end of every ninety days, based on his net purchases during that period — 5, 10, 12 or 16 2/3%—according to his original stock installed and maintained by filling in only what has been sold.

Below are listed, in detail, the conditions under which you can enjoy the special Profit Sharing discounts.

Nothing but Waterman's Ideal Fountain Pens and Waterman's Pencils are to be displayed in the Waterman's trays furnished by us.

Place a monthly order so as to maintain an agreed upon stock of Waterman's for twelve consecutive months, to earn the commission applying on that particular size stock. . . . Pay invoices when due.

In turn, we will furnish you Waterman's Pens and Pencils at regular net trade prices.

We will furnish you advertising matter in suitable quantities and in proportion to the stock of Waterman's you maintain.

We will examine, supervise, and keep in good order your stock of Waterman's.

We will pay you a Commission (according to the schedule listed below) computed quarterly upon the amount of money received from you for Waterman's Pens furnished during twelve consecutive months. This Commission will be paid by us in Free Pens at their trade prices—or we will give you credit for same on your future orders for Waterman's Pens.

TO EARN FIVE PERCENT:

Maintain a stock of four dozen Waterman's Pens. Order every month.

TO EARN TEN PERCENT:

Maintain a stock of six dozen Waterman's Pens. Order every month.

TO EARN TWELVE PERCENT:

Maintain a stock of twelve dozen Waterman's Pens. Order every month.

TO EARN SIXTEEN AND TWO-THIRDS PERCENT:

Net payments to us during twelve consecutive months to exceed \$1,000.00. Order every month.

Where your twelve month's period of Waterman's purchases exceed \$1,000.00, there will be included — when the credit for the last quarter is issued — the difference between the amount of commissions paid in previous quarters and the maximum commission of 16 2/3%.

Commissions are not credited unless invoices of the previous months have been promptly remitted, and therefore dealers are not entitled to deduct such commissions from amounts due the Company, until such commissions are actually credited by the Company.

When a business changes ownership, the commission accrues to the benefit of the new owner, i.e., it will be credited to the successor at the end of the twelve months' term, provided our conditions have been accepted and complied with by him.

We will be glad to send you a formal application blank so that you can become one of our profit sharing dealers.

Waterman's Stock Control Plan

Waterman's Stock Control Plan is a common-sense sales system (individually adjusted to each merchant's own particular business and conditions surrounding it) which is designed to enable you to render the greatest service to your trade and—at the same time—enjoy the greatest possible profits from your Waterman's business.

Any Waterman's salesman will gladly explain the full, interesting details of Stock Control and show you how it can be successfully applied to your particular business. In general, however, the operation of Stock Control is as follows:

1. The No. 7 Point Selection Tray, which is the foundation of the Stock Control Plan, contains seven No. 7 pens—representing one each of all the 7 types of *points*. You maintain a large enough stock of No. 7 pens so that pens sold from the Selection Tray may instantly be replaced with a No. 7 pen having the same point as the one sold.
2. You maintain a stock of *other* Waterman's pens which long experience has shown to be correct in quantity—and in price and style variety—for *your own particular needs*. Each style and price range is so assorted that you have the largest number of fast selling points and the smallest number of less frequently called-for points. *The display trays for these other pens are keyed to the same Point Selection Chart that appears on the back of the No. 7 Tray.* This gives the clerk a cross-reference by which he can instantly locate a pen with the wanted point, in any wanted style or price—making every retail clerk an expert salesman and insuring prompt satisfaction to the customer.
3. You are furnished with simple, efficient inventory sheets which enable you to easily keep day-to-day records of the sales made. This day-to-day sales record permits *accurate*, frequent, fill-in ordering by constantly pointing out those items for which there is customer demand, and automatically indicating the items you should order sparingly in order not to become burdened with slow-moving stock.
4. The systematic use of this Stock Control Plan not only increases your selling profits but also makes you eligible for commissions of 5% to 16% under the Waterman's Profit Sharing Plan. These commissions are graduated according to the amount of stock you carry and the volume of business you do. Regular monthly fill-in orders are a condition of this plan.



TRIAL SELECTION TRAY

We recommend that this tray containing the seven No. 7 pens—each with a different point—be used as your “trial selection tray.” Each pen has a different type of point. These seven points cover the exact requirements of 95% of all purchasers. The customer quickly and surely finds—amongst the seven No. 7 points—one that he prefers. And then you sell him a No. 7—or any other style of Waterman's—with a similar point, from your Stock Control Assortment, which is keyed to your trial selection tray.

And How it Helps the Dealer

FIRST—Stock Control eliminates excessive inventory and gives an exact check on turnover.

Buying is removed from the influence of high pressure sales methods. We fill only the vacant spaces in each tray—each piece having its designated place.

SECOND—Stock Control is an aid to sales clerks.

Under this systematic stock arrangement they make quicker sales. Every pen clerk becomes a better business person because the plan makes it easy to quickly obtain all the information about the pen stock from the tray label. A quick, positive statement of facts puts the clerk in a position to create confidence in the customer's mind and to assure him that he is in the right store and dealing with the right clerk.

THIRD—Stock Control improves the appearance of your pen stock and your store.

People like to shop where they can see a selection. The control feature puts all pens of one color in a tray and gives the appearance of a neat and well-kept stock. This influence should react on the sales people to arrange and maintain all other merchandise in the same orderly fashion.

FOURTH—Stock Control discourages price-cutting and eliminates unfair competition.

No one is oversold. No one can accumulate surplus stock or styles of Waterman's Pens that may become obsolete. Increased profits are secured by Profit Sharing Commission. You are not asked to anticipate your purchases many months in advance simply to obtain an extra 2 or 5% discount. You are forwarded Profit Sharing Credits for

what you sell in your own time and not on what you had to purchase at one time.

FIFTH—Stock Control emphasizes points and service.

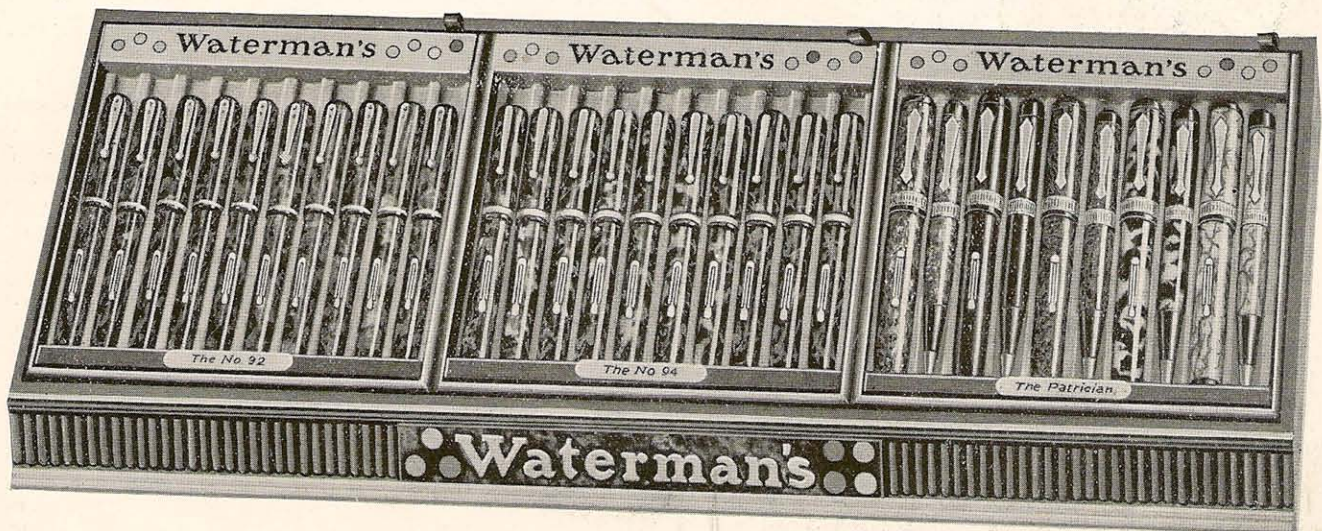
It caters to your customers' interest by fitting each individual with a point and holder to suit his hand and a price to suit his pocketbook. Your pen business is built on the foundation of service. Customers are impressed with your desire to satisfy their individual needs. They are served in a business-like manner, leaving your store with the utmost good-will for your pen department and your store in general.

SIXTH—Stock Control under Waterman's plan of merchandising provides a distinct, marked division of line by prices—\$2.75, \$3.50, \$5.00, \$7.00 and \$10.00.

There are also distinctly marked divisions for style and colors, each group confined to a range of colored holders and especially designed mountings. Eye appeal is very strong; the public immediately recognizes the difference in each division. And under Stock Control each kind of Waterman's Pen is displayed.

SEVENTH—Stock Control increases profits.

This is the result of the six features listed above. It is a summary and after all, the reason why we want you to insist that we prepare your stock on this Control Plan. Remember there is no lost effort behind your counter in making a sale. No leaking of profits. And there is no resistance to the sale, because your customer has confidence in the manner in which he is being served. After all, quick sales are more profitable sales if the customer is satisfied. And such sales insure permanent satisfaction and friendship.



Waterman's unit trays will add considerably to the attractiveness of your Waterman's stock. They are made in two sizes—No. 33 (shown above) holding three trays and measuring 21½ inches wide by 8½ inches deep—and No. 63 holding 6 trays and measuring 21½ inches wide by 15½ inches deep. Finished in pressed wood and lined with velvet. These handsome units are furnished to those dealers who order a representative stock of Waterman's Pens.

A Waterman's Show Case

— one of your best salesmen!

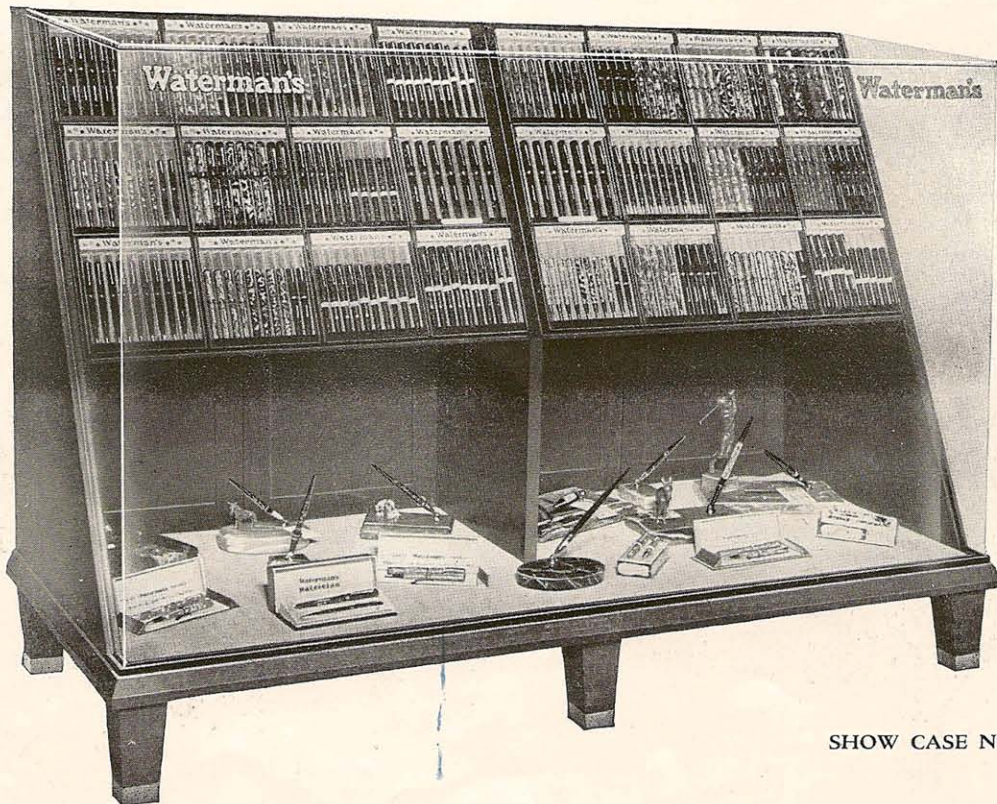


SHOW CASE NO. 6

A Waterman's Show Case will not only add immeasurably to the general attractiveness of your store but will prove one of your very best pen and pencil salesmen! In fact, the merchant who has been able to do a fair pen business without a show case, very often *doubles* his sales when he uses a Waterman's Show Case for the exclusive display of Waterman's products—as it should be used.

And we are, therefore, anxious to furnish you one of these attractively designed, well-constructed and beautifully finished show cases, with trays to fit, and in a finish to suit your store trim—at *its actual manufacturing cost*. At a small, additional cost, we will equip for electric lighting any of the show cases illustrated.

Any of our representatives will be very glad to discuss your show case requirements — or write direct to us at New York or to any of our branch offices.



SHOW CASE NO. 24

SPECIFICATIONS

SHOW CASE NO. 6

17¼ inches wide; 24 inches deep; 42 inches high.
6 trays on tilting shelf.
1 swinging door in lower rear furnishes access to storage compartment and lower section of case.
Standard finishes: Oak, Walnut or Mahogany.

SHOW CASE NO. 12

31¼ inches wide; 24 inches deep; 42 inches high.
12 trays on tilting shelf.
2 swinging doors in lower rear furnish access to storage compartment and lower section of case.
Standard finishes: Oak, Walnut or Mahogany.

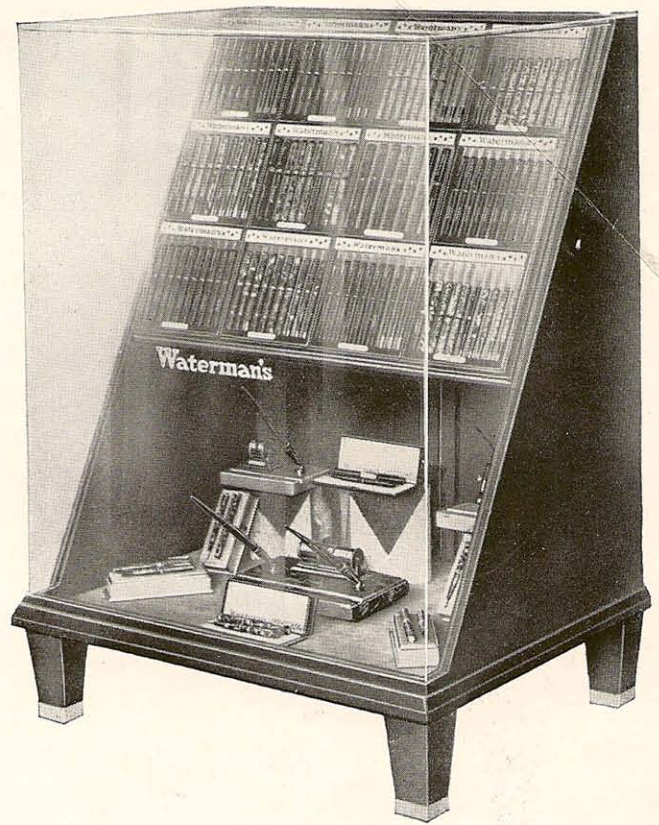
SHOW CASE NO. 24

61 inches wide; 24 inches deep; 42 inches high.
24 trays in 2 sections of 12 trays each, on tilting shelves.
2 pairs of swinging doors in lower rear furnish access to 2 storage compartments and lower section of case.
Standard finishes: Oak, Walnut or Mahogany.

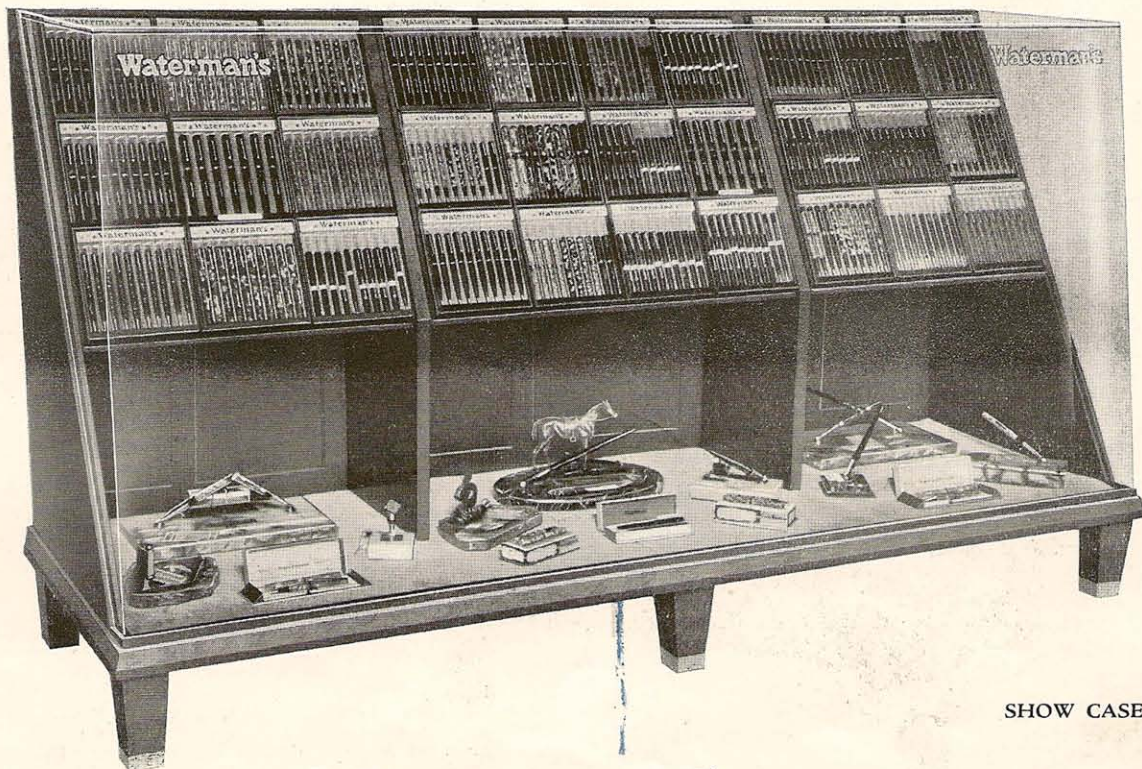
SHOW CASE NO. 30

76¼ inches wide; 24 inches deep; 42 inches high.
30 trays grouped in 2 sections of 9 trays each and 1 section of 12 trays, on tilting shelves.
3 pairs of swinging doors in lower rear furnish access to 3 storage compartments and lower section of case.
Standard finishes: Oak, Walnut or Mahogany.

We can also supply Counter Cases in two capacities:
2 dozen capacity case: 10 in. wide; 8 in. deep; 16 in. high
4 dozen capacity case: 18 in. wide; 8 in. deep; 16 in. high



SHOW CASE NO. 12



SHOW CASE NO. 30

Waterman's Perfect Pen Points

THE REAL TEST of a fountain pen is in its point action—that is, the facility and comfort it offers to the user in writing. Much of the world-wide success that Waterman's Ideal Fountain Pens have enjoyed is due to the superior quality of Waterman's gold pen points.

Every Waterman's point is fashioned from pure 14-kt. solid gold tipped with the highest grade of iridium. Fourteen-karat gold may be permanently tempered so that it will always maintain exactly the desired flexibility and tipped with iridium—the hardest metal known—writing does not affect the gold and a Waterman's point, therefore, will last a lifetime.

Every Waterman's pen point is made from gold bars in our own factories. They are die cut, tempered, shaped and ground by skilled artisans who have devoted their lives to fashioning and finishing perfect

pen points. It is because of their expert manufacture that each Waterman's point can be relied upon to be exactly suited—as to shape, size and temper—for the precise writing purpose for which it is purchased.

Every genuine Waterman's pen point bears the Waterman's trademark, which is registered in the United States Patent Office. No Waterman's Pen whose point is replaced with any point other than a genuine Waterman's can be expected to give the original service and satisfaction that only a Waterman's point can give. Waterman's pen points are made in eight regular sizes and for various special purposes. And in each of these regular sizes a buyer can secure exactly the character of point that best suits his or her style of handwriting.



Retail Price List of Waterman's 14-kt. Gold Pen Points.

Order points by Nib Sizes and their Nib Actions. Discount on one or more points ~~40%~~

Nib Size	Fits Pens No.	Price Each	Allow'ce on Old Nib	Made in these Nib Actions	Nib Size	Fits Pens No.	Price Each	Allow'ce on Old Nib	Made in these Nib Actions																								
2	32, 32V, Lady Patricia	\$1.25	.20	Fine (Brown) Medium (Red) Coarse Stub (Blue) Narrow Stub Right Oblique Stub Left Oblique Stub Stenographer (Pink) Bookkeeper	5	55, 55V, 45, 75, 15, 0365	2.25	.50	Fine (Brown) Medium (Red) Coarse Stub (Blue) Narrow Stub Right Oblique Stub Left Oblique Stub Stenographer (Pink) Bookkeeper																								
	42, 42V, 42½, 42½V,					6				56, 56V, 46, 76, 16,	2.75	.60																					
	72, 72V, 72½, 72½V, 12, 12½									8			58, 48, 78, 18,	3.75	.80																		
													Patrician			Patrician	3.50	.80															
																4			5, 94,	2.00	.40												
																			7			7, 67	2.75	.60									
																						14			Ball Point (Yellow) Accountant (Purple) Manifold (Green)	2.25	.40						
																									5			5, 94,	2.00	.40			
																												7			7, 67	2.75	.60
																															14		
	5	5, 94,	2.00	.40																													
		7			7, 67	2.75	.60																										
					14			Ball Point (Yellow) Accountant (Purple) Manifold (Green)	2.25	.40																							

SPECIAL POINTS

Music	4 size only	Price each, \$2.75	Allowance on gold .40
Ruling	4 size only	Price each, 2.75	Allowance on gold .40
Artist	5 size only	Price each, 2.25	Allowance on gold .50
	Extra Broad Stub, All Sizes, 50 cents extra.		

Gold pen points are re-pointed for 75 cents—or straightened for 50 cents each. Re-pointed pens cannot be warranted to wear well or to have the same quality of point or flexibility as new ones. Pens smaller than the No. 5 size are seldom worth re-pointing. Gold pens which have been straightened out but retain their original iridium tips sometimes write as well as ever, but they are usually softer and cannot be guaranteed.

Waterman's Ink Sacs

Waterman's Ink Sacs are of unusually large capacity and are made of fresh, long life rubber. When a fountain pen is in daily use, a Waterman's ink sac will render long and perfect service. For the convenience of those dealers who wish to order replacement sacs we show below, a chart of sac sizes, the pens that they fit and the prices of various sac sizes. Please order sacs by their numbers.

Pens	Sac Numbers	List Price	Pens	Sac Numbers	List Price
52½ V End Covered	52½ V End Covered	\$.10	5 Ripple Rubber	5	.10
52½ V—62½ V Desk	52½ V	.10	55V	55V	.10
52½—62½ Desk	52½	.10	56	56	.10
32V—52V—54V—Lady Patricia	52V	.10	56V	56V	.10
52—54	52	.10	7 Jet	7	.10
32—92	92	.10	58	58	.10
5 Jet—67 Desk—94	94	.10	Patrician	Patrician	.10
55—7 Ripple Rubber	55	.10	Combination pen and pencil	52V cut off	.10

DISCOUNTS: Less than 3 dozen sacs, ~~40%~~; 3 dozen up to 1 gross, ~~40% & 40%~~; 1 gross or more sacs, ~~50%~~

Repairs Other Than Pen Points

Every Waterman's Ideal Fountain Pen is most carefully inspected before it leaves our factory. It is guaranteed to be in perfect condition for perfect writing service when it reaches your store.

However, fountain pen users are often careless and accidents will happen to their Waterman's and the pen doctor must be called upon. There is a moral obligation for you, the seller of the pen, or us, the manufacturer, to promptly restore the Waterman's to its original perfect writing condition.

We urgently recommend that you be in position to service such pens in your own establishment. Not only does such work offer you a source of additional profit but the prompt and efficient servicing of your customer's Waterman's helps to build good-will and future sales for every department of your store.

If you do not maintain a service department, our various Service Departments are ready to serve your customer. In these Service Departments we employ only the very highest type of skilled labor—men whose experience and ability enable them to quickly diagnose pen troubles and remedy them.

As a matter of convenience to you and to avoid errors and consequent delays because of insufficient

information—we supply Repair Envelopes so printed that the merchant quickly can fill in all the information we need to perfectly repair a pen and make quick return of it. Rarely is a letter of information needed when these envelopes are properly used. And as a further aid to you, we will furnish you, gratis, a most useful "Repair Record" in which you can keep a complete record of the ownership and character of repairs on all fountain pens that you send to our various Service Departments.

Also the following instructions should be minutely followed when a pen is sent to us for repairs:

- 1—Before enclosing pen in envelope, remove all ink.
- 2—Send complete pen for all repairs or adjustments.
- 3—Indicate on Repair Envelope all repairs needed and your firm name and address.
- 4—Inclose pen in envelope.
- 5—Send to the nearest Waterman's service station from which you receive supplies, under registered first class mail.
- 6—If letter is written and mailed separately—which is rarely necessary—give full detail, date pen was mailed, style and size of pen, and owner's name. This will enable us to identify your pen.
- 7—Communications about repairs or exchanges should always be signed with your firm name.

Retail Price List of Separate Parts for Various Types of Waterman's

NOTE: When we do the repairing, the prices quoted below also include cost of our time in putting the Waterman's back into its original perfect condition—and in such cases we allow a discount of 33½%. However, when we supply the parts and you do the repairing, we allow the usual 40% discount under the prices quoted.

STYLE OF PEN	Feed	Point Section (not incl. feed)	Barrel, incl. lever but not point section or feed	Cap (less clip)	Holder Complete with clip or ring (except nib)
Patrician	\$.75	\$.75	\$2.50	\$1.75	\$7.00
Lady Patricia	.30	.30	1.15	.40	3.50
7 Jet	.75	.30	1.50	.50	4.50
5 Jet	.30	.30	1.15	.40	3.50
94	.30	.30	1.15	.40	3.50
92—92V	.30	.30	.75	.40	2.50
32—32V	.30	.30	.75	.25	1.50
62½	.30	.75	.90		3.00
62½V	.30	.30	.75		2.00
67	.30	.75	1.50		4.50
12½—52½—52½V					
72½—72½V	.30	.30	.75	.25	1.50
12—52—52V—72—72V	.30	.30	.75	.25	1.50
14—44—54—54V					
74—74V	.30	.30	.90	.25	2.50
15—45—55—55V—75	.30	.30	1.15	.30	3.00
16—46—56—56V—76	.30	.30	1.75	.40	4.00
18—48—58—78	.30	.30	2.00	.50	4.50
20	.30	.30	2.50	.75	5.50
01852½—01852	.30	.30	.75	.40	3.00
01852½V—01852V	.30	.30	.75	.40	2.75
01854—01854V	.30	.30	1.15	.40	3.50
01855—01855V	.30	.30	1.75	.50	4.50
01856—01856V	.30	.30	2.00	.60	5.50
01858	.30	.30	2.50	.75	6.50
01952½V	.30	.30	.75	.40	4.00
01852VW	.30	.30	.75	.40	4.00
01955	.30	.30	1.50	.50	4.50
42½—42—42½V	.30	.30	.75	.25	2.00

Clip or Clasp		Box & Levers	
Nickel	\$.25	Nickel	\$.20
Chrome, with lug	.50	Chrome or Gold Filled	.30
Gold Filled	.50	Solid Gold	1.50
Solid Gold	1.50	Sterling Silver	.40
Sterling Silver	.50	(H.E. Vine—extra)	.25
(H.E. Vine—extra)	.25		
Chrome for 32—32 V	.25		
Chrome for Patrician	1.00		
Gold Filled for Patrician	1.00		

Miscellaneous	
Press Bar	\$.30
Spiral	.50
Ring—Nickel or Gold F.	.25
Ring—Solid Gold	1.00

PENCIL PARTS PRICES

Propel-Repel Pencils	Barrel without Clip	End only	End with Clip or Clasp	Point Section, Ejector and Mechanism	Clutch and Ejector only (including our installation)
31	\$.25	\$	\$.40	\$.50	\$.25
31V	.25		.40	.50	.25
91	.50		.65	.50	.25
91V	.50		.65	.50	.25
95	.60		.75	.85	.25
97	.60		.75	.85	.25
0727	.60	.25		.85	.25
Lady Patricia	.60		.75	.85	.25
Patrician	2.00	.20		1.10	.25

Propel only, Pencils	Barrel without Clip	End only	Point Section only	Propeller Case	Lead Propeller
21—21V	\$.25	\$.15	\$.25	\$.25	\$.10
0721N—0721VN	.50	.15	.25	.25	.10
0725N	.60	.20	.35	.25	.10

Clips or Clasps for above pencils are same prices as for pens.

Waterman's Ideal Inks

The high standard of quality maintained in the manufacture of Waterman's Ideal Inks is admirably supplemented by the features of safety and practicability obtained in our styles of bottling and packing.

All sizes of Waterman's Inks, from the 2 ounce size to the 1 gallon container—are packed in individual, square protective cartons. This method of packing not only reduces to a minimum the danger of breakage—saves time in wrapping—but it also enables the dealer to conveniently display his stock of Waterman's Inks to the best advantage. The purchaser also prefers his ink packed in a square, convenient-to-carry carton.

The 2 ounce and 4 ounce size bottles are equipped with a new "apron lip" composition top which prevents fingers coming into contact with the bottle neck when bottle is opened for use. Another feature of particular convenience to the large user is our patented "pour-out" device which is found on all sizes of bottles from the 1 pint up to and including the 1 gallon and which allows ink to be poured in a thin, uniform stream into smaller individual containers.

Below is shown the various sizes of Waterman's Inks—the quantity of containers packed in shipping cases and the weight of each of the packed cases.

Size of Containers	List Prices	Quantity Packed in case	Shipping Weight	Shipping Wt. Per Gross
2 ounces	\$0.10	3 doz.	16½ lbs.	66 lbs.
2 ounces	.10	1 doz.	6 lbs.	72 lbs.
4 ounces*	.15	3 doz.	28 lbs.	112 lbs.
½ pint	.45	1 doz.	16 lbs.	192 lbs.
1 pint	.75	½ doz.	18 lbs.	360 lbs.
1 quart	1.25	½ doz.	27 lbs.	648 lbs.
½ gallon	2.25	1 bottle	10 lbs.	1,440 lbs.
1 gallon	4.00	1 bottle	16 lbs.	2,304 lbs.
5 gallons	15.00	1 keg	50 lbs.	
10 gallons	25.00	1 keg	90 lbs.	

On 1 gross or larger orders, when packed 1 dozen to the case, an extra packing charge of 50 cents net per gross will apply on 2 ounce ink sizes.

* 4 ounce container in Blue-Black only.

DISCOUNTS

Discount on above sizes is 40%.

When 5 gross of ink is bought at one time a discount of 40 and 10% applies—not only on original purchase but on all other ink purchases during a period of 1 year.

SHIPPING INSTRUCTIONS

All orders are shipped promptly during the favorable season, extending from April 1st to November 1st—F.O.B. from Chicago, San Francisco, Boston, Newark and New York.

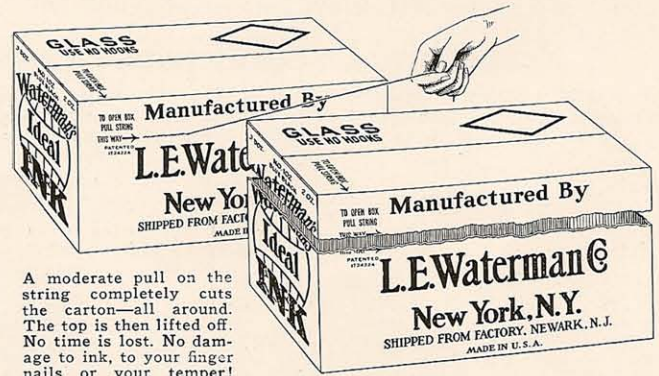
Send us definite routing instructions to save delays in transportation.

IMPROVED SHIPPING CARTON FOR WATERMAN'S INKS

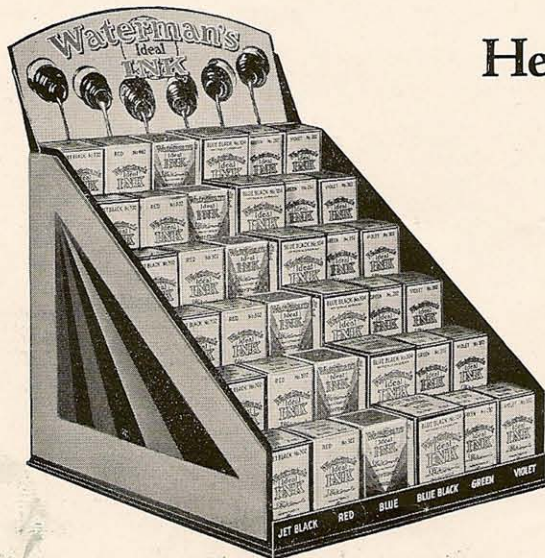
For the greater convenience of our Dealers we are now using an improved carton for shipping Waterman's Inks.

No longer is the opening of a Waterman Ink carton a troublesome, time-taking operation for a man. The new cartons are equipped with a stout string which—when pulled—cuts off the top of the corrugated paper carton easily, quickly and cleanly. Your small office boy can do the job quite as well as a grown-up.

This improved shipping carton is just another step to make your handling of Waterman's Inks easier and, therefore, more profitable.



A moderate pull on the string completely cuts the carton—all around. The top is then lifted off. No time is lost. No damage to ink, to your finger nails or your temper!



Here's a Wonderful Ink Salesman!

Have you tried selling Waterman's Inks from the No. 661 ink rack which—as you will note—keeps on constant display six cartons of each of the six colors of Waterman's Inks? It has more than made good wherever it has been used—some dealers reporting that their ink business has been doubled. They are especially pleased with the *new* business it develops in the *colored inks*—and the sales it stimulates all along the line.

The No. 661 Ink Rack is made of heavy metal attractively lithographed in 11 colors—and takes up only 15 inches of your counter space. Displays 36 cartons of ink and carries 36 cartons in reserve, in rear compartment. The list price of rack, including the 72 bottles of ink, is only \$7.80. Shipping weight complete, is 72 pounds. Shipped f.o.b., from Boston, Chicago, New York, Newark or San Francisco.



Six Beautiful Colors
JET BLACK
SPANISH TILE
AZTEC BROWN
TROPIC GREEN
SOUTH SEA BLUE
PATRICIAN PURPLE

Waterman's Correspondence Inks

Waterman's Correspondence Ink—in six attractive colors—answers the wide-spread feminine vogue for personal correspondence ink in unusual colors to match tinted stationery. Also useful in school work, engineering offices or wherever there is a need for vivid, contrasting ink colors.

The quality of the ink is on a par with our well-known commercial writing inks—bright in color and absolutely free from sediment which might clog a fountain pen.

As can be seen, the glass bottle is attractive enough to be welcomed on any writing desk. Neck is unusually wide for easy access to ink. The overhanging composition cap (colored to match the ink and the identifying bottle label) protects fingers from contact with the neck when bottle is opened for use.

Waterman's Correspondence Ink may be had packaged in dozens of the six colors assorted—also packed in dozens of one color. The one dozen packers are equipped with our standard easy-to-open "pull strings". The bottle has a list price of 15 cents subject to usual ink discounts.

CORRESPONDENCE INK WEIGHTS

<i>Size of Container</i>	<i>List Price</i>	<i>Quantity Packed</i>	<i>Shipping Weight</i>
1¼ ounces	\$0.15	1 dozen	6 lbs., in carton for Parcel Post

Waterman's Leads and Erasers

Another Waterman's innovation that will help you to better serve your customers—and at the same time provide another source of Waterman's profits—is our Leads and Erasers.

They are packed in three different, attractive metal tubes—each tube containing 12 H.B. high quality leads and an eraser for certain Waterman's pencils.

Sketch below shows in actual sizes compact arrangement of contents of a "Waterman's Pencil Refill"—and the somewhat shorter "Lady Patricia" container when closed. The three types of refill containers and the pencils they serve, are listed below:

WATERMAN'S PATRICIAN LEADS and ERASER

Yellow tube with blue top; each contains 12 HB 1¼" leads and an eraser to fit pencils:

Patrician
No. 97
No. 27

List price 15c per tube. Packed on display card of one dozen tubes.

WATERMAN'S LADY PATRICIA LEADS and ERASER

Yellow tube with blue top; each contains 12 HB ¾" leads and an eraser to fit pencils:

Lady Patricia
All V length (short) pencils.

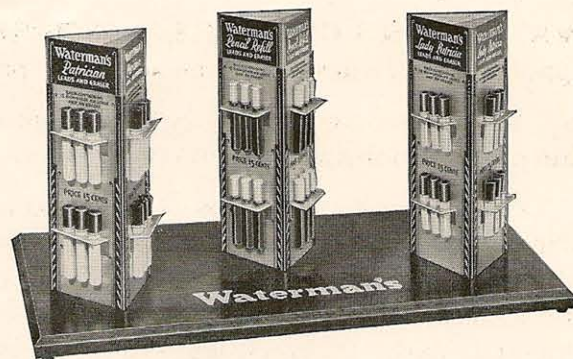
List price 15c per tube. Packed on display card of one dozen tubes.

WATERMAN'S PENCIL LEADS and ERASER

Blue tube with yellow top; each contains 12 HB 1¼" leads and an eraser to fit pencils:

No. 95
No. 91
No. 31

List price 15c per tube. Packed on display card of one dozen tubes.



The leads in these new refills are the same fine quality leads which we have always sold. The erasers are equipped with a small metal guard such as is furnished on those in our pencils.

In addition to use with the pencils listed above, the *leads* will fit any Waterman's or standard-size pencil of other makes. For this reason the dealer can take care of all his present lead customers with this new package, and in addition he will be furnishing new erasers along with the leads to users of Waterman's Pencils.

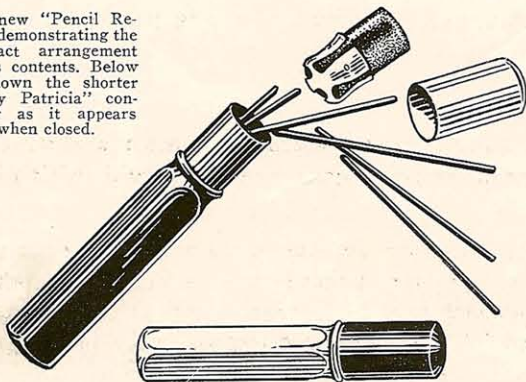
Containers are shipped assembled on triangular cards—each card holding one dozen containers of leads and an eraser for the types of Waterman's Pencils listed on the back of that particular card. The three different cards are attractively printed in silver, red and black.

These cards are intended for display and easy sale from the counter display rack No. 710 (illustrated above) which we furnish *FREE* with each initial order of six dozen or more containers. A thumb tack pushed through base of card into a wooden block mounted on the display base holds card securely. When all refills from one card are sold, another filled card can easily and quickly be put in its place. Base is finished in mahogany and measures 15 by 6½ inches.

Each tube lists at 15c—subject to following discounts:

Less than six dozen tubes	40%
Six dozen to one gross	40-10%
One gross or over	50%

The new "Pencil Refill," demonstrating the compact arrangement of its contents. Below is shown the shorter "Lady Patricia" container as it appears when closed.



Waterman's Gyro-Sheath Desk Sets

WATERMAN'S GYRO-SHEATH DESK SETS are recognized as essential to the well-appointed office desk or home secretary or library table.

Bases are made of the very finest grades of imported onyx and marbles—and are shaped, finished and polished by skilled artisans.

Gyro-Sheaths are made in two capacities (identically the same in outward shape and size)—one to receive the No. 62½ size desk pen and the other to receive the No. 67 and No. 0365 pens—the two sizes of pen sheaths being interchangeable. The No. 67 size gyro-sheath can be had in either the regulation metal or finished in hard rubber to match the desk pen selected. Desk sets equipped with such hard rubber gyros are identified by the suffix "R", viz., "64/67R".

In addition to the above described gyro-sheaths designed to receive regular Waterman's desk pens, *any* Waterman's Desk Set may be fitted with the No. 7 gyro-sheath which is designed specifically to match and to receive Waterman's Jet No. 7 pocket pen. Unlike other makes of pocket pens when used as desk pens, there is nothing to take away or to add to the No. 7 pen for perfect desk set service. Thus, a favorite pen point is always available—no matter where the writer happens to be.

Unlike some of the sheaths in use on various other makes of desk sets, the graceful Waterman's gyro-sheath can be freely moved to *any* position—straight up—inclined to left or right—or frontward—the patented bearings being just tight enough to hold the gyro-sheath exactly where it is placed—with the pen conveniently ready for instant use.

Many prospects for Desk Sets do not fully understand the principle of the gyro-sheath. Therefore, we suggest that you explain to them that the inside wall of the sheath does not touch the nib but fits snugly around the bottom of holder—forming an air chamber. This air chamber not only protects the nib but keeps it in a continuously moist condition, ready for instant service. Also, the construction of the sheath prevents ink from reaching grip section—making the Waterman's gyro-sheath the cleanest and most satisfactory in use on any desk set.

Waterman's Desk Set Pens possess all the built-in excellence that characterize the regular Waterman's pocket type of fountain pens.

Waterman's Desk Sets are especially appropriate for trophies or prizes for golf clubs, bowling clubs, bridge clubs, etc., or for any sport or contest where a trophy that combines ornamental beauty and genuine usefulness is desired. We have on hand desk set designs for nearly every competitive sport and your inquiries for special designs also are invited.

Labels

As a help to you in the quick and efficient sale of Waterman's Pen's, each Waterman's bears a label which shows that pen's number or name, its price and the character of its point symbolized by a color which is keyed to Waterman's Nib Selection Chart.

The No. 5 and the No. 7 pens are not labelled but each carries a color symbol on the butt of holder and a corresponding color name inscribed on the nib to indicate the character of that point—as explained in the Selection Chart. As the color symbol of the No. 5 pens is inscribed with a "5" which is the price that pen sells for—and the color symbol of the No. 7 pens is inscribed "7" (its selling price) no price labels are necessary on these two styles of pens.

**Waterman's
Ideal
Fountain Pen**

